

Scrutiny Street Environment Sub Committee

‘A Cleaner Croydon’

Introduction

The Mayor's Business Plan includes a focus around making our streets cleaner so that Croydon is a place that residents and businesses can feel proud to call home.

Areas covered

- 1) DATA -----Intelligence Gathering
- 2) ANALYSIS -----What is the data telling us?
- 3) HOW -----Areas of focus
- 4) ENGAGEMENT-----How we communicate?
- 5) FINANCIAL INVESTMENT
- 6) NEXT STEPS

Background

The cleanliness of our borough is a universal issue which affects everyone who lives, works or studies in Croydon. In line with the exec Mayor priority to 'make our streets cleaner' it was agreed that a pilot would be devised to address the 'Broken Window effect'

Looking at the areas of concern which impact the overall image of the public realm we undertook a data gathering exercise in which Norbury High street was identified as being suitable for target intervention

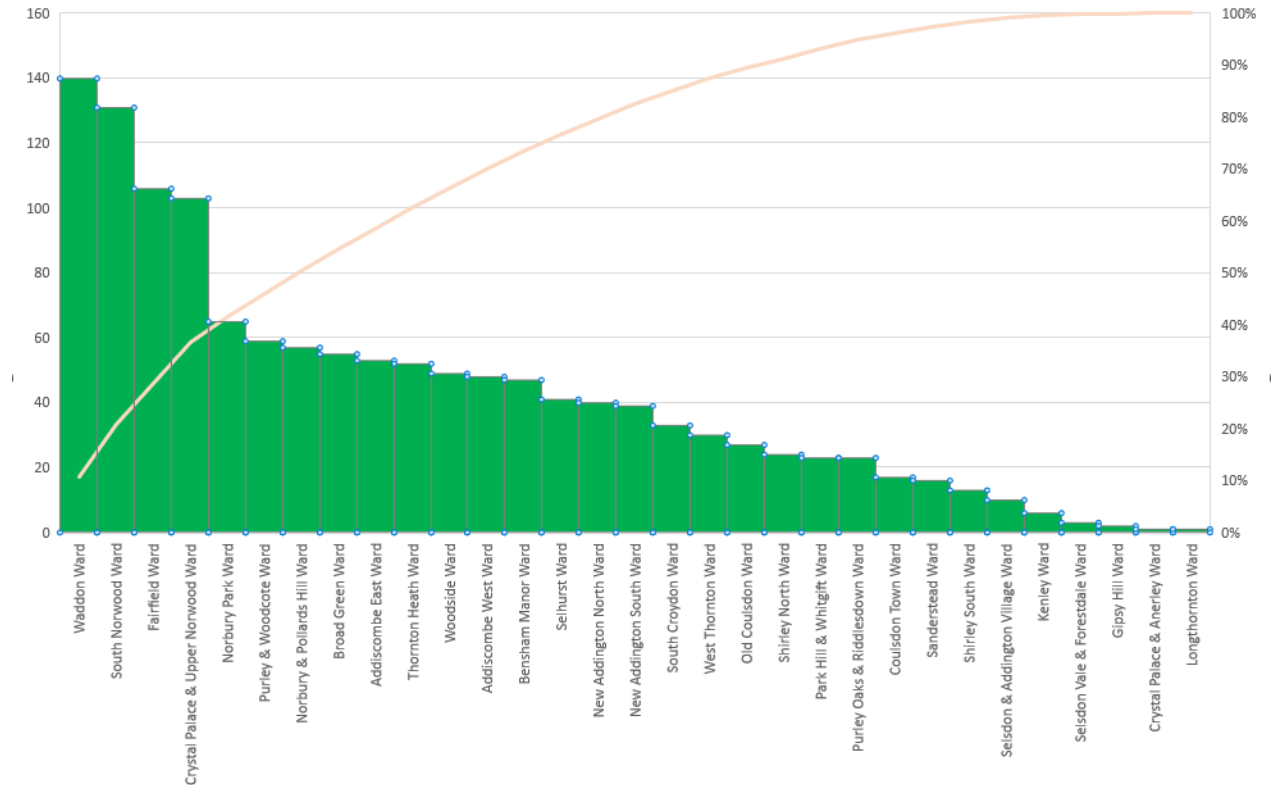
1) Intelligence gathering

Looking at the areas of concern which impact the overall image of the Public realm we have undertaken a data gathering exercise in the following areas.

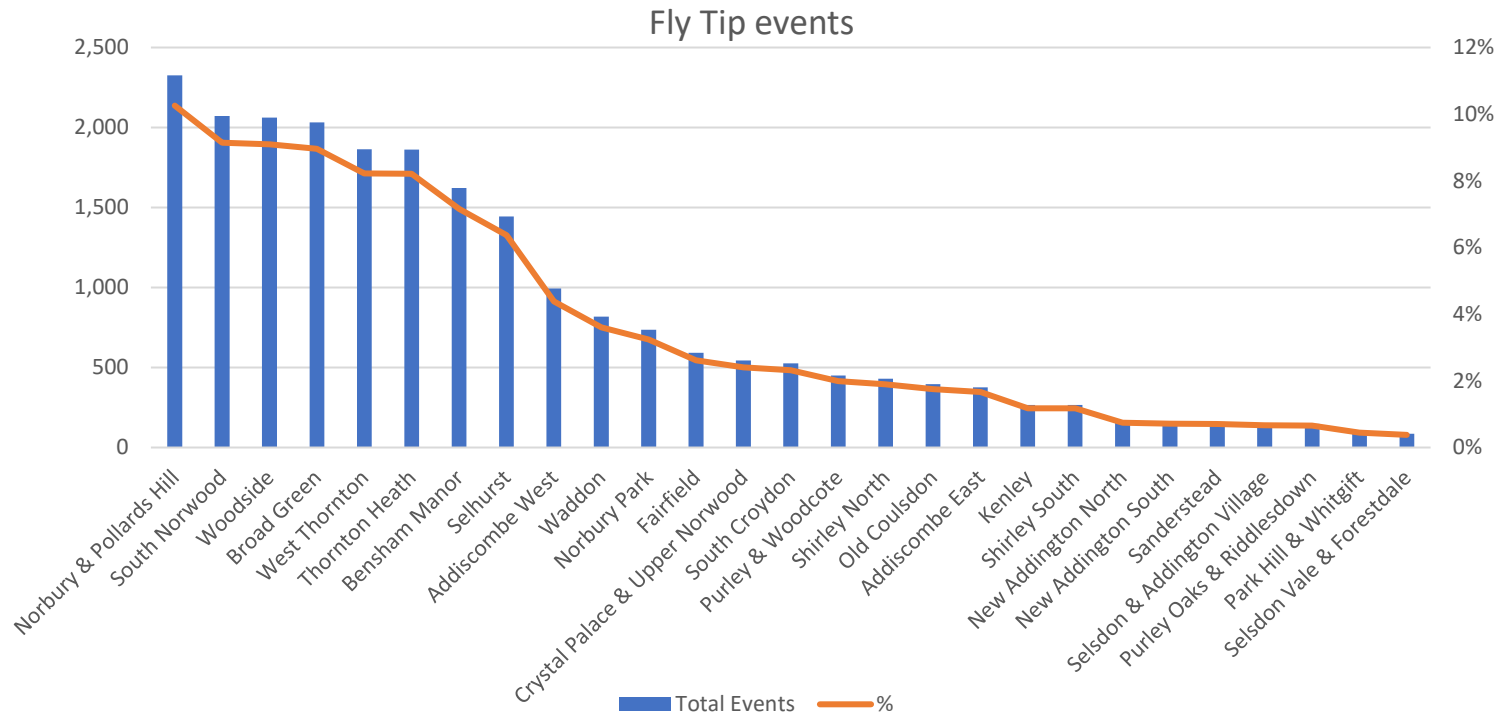
- GRAFFITI
- GULLY CLEANSING
- FLY TIPPING
- STREETS BELOW GRADE

Graffiti – 1,314 recorded

Ward	Total Events	%
Waddon Ward	140	10.7%
South Norwood Ward	131	10.0%
Fairfield Ward	106	8.1%
Crystal Palace & Upper Norwood Ward	103	7.8%
Norbury Park Ward	65	4.9%
Purley & Woodcote Ward	59	4.5%
Norbury & Pollards Hill Ward	57	4.3%
Broad Green Ward	55	4.2%
Addiscombe East Ward	53	4.0%
Thornton Heath Ward	52	4.0%



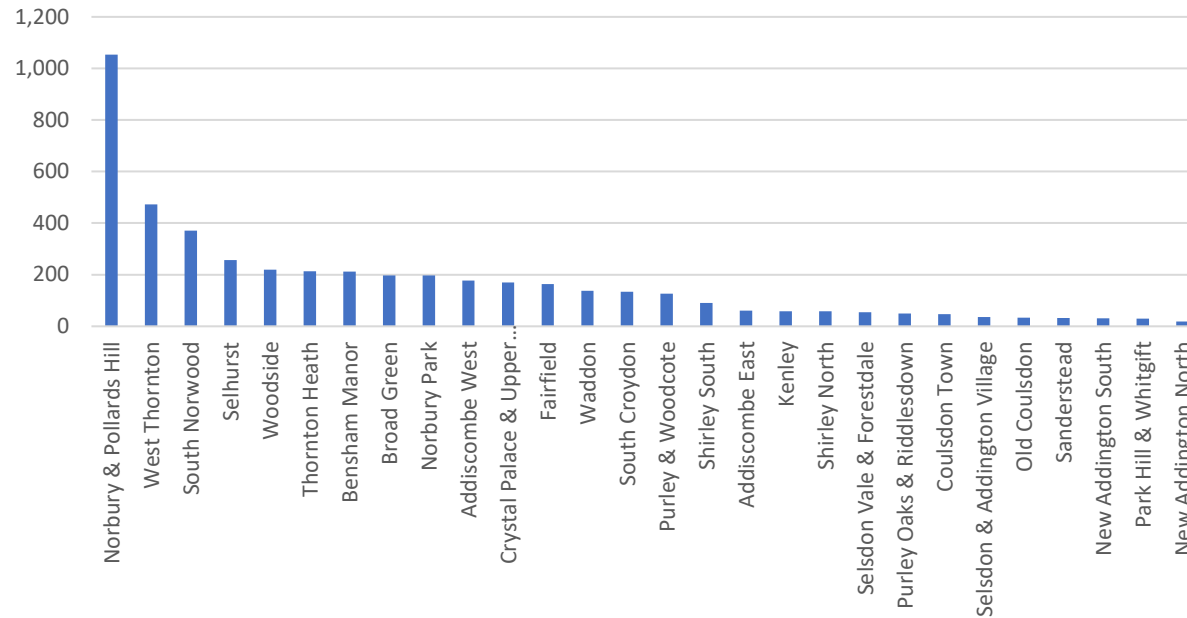
Fly Tipping



Top Ten Wards	Total Events	%
Norbury & Pollards Hill	2,327	10%
South Norwood	2,073	9%
Woodside	2,062	9%
Broad Green	2,032	9%
West Thornton	1,865	8%
Thornton Heath	1,863	8%
Bensham Manor	1,623	7%
Selhurst	1,445	6%
Addiscombe West	995	4%
Waddon	818	4%

Street Service request for cleansing

Street Below Grade



Ward	Total Events	%
Norbury & Pollards Hill	1,053	20%
West Thornton	472	9%
South Norwood	371	7%
Selhurst	257	5%
Woodside	219	4%
Thornton Heath	213	4%
Bensham Manor	212	4%
Broad Green	197	4%
Norbury Park	197	4%

2) What the data is telling us

Overall the top 5 wards affect by environmental 'anti-social' behaviour are

1. Norbury and Pollards Hill
2. Woodside
3. Thornton Heath
4. West Thornton
5. South Norwood

3) Areas of focused intervention

- Graffiti removal / engagement with commercial & resident properties
- Street cleansing
- Deep cleaning of hotspot area
- Litter bin review/audit
- Gully cleaning where necessary
- Road marking refresh

Pilot Area No 1 - Norbury & Pollards Hill

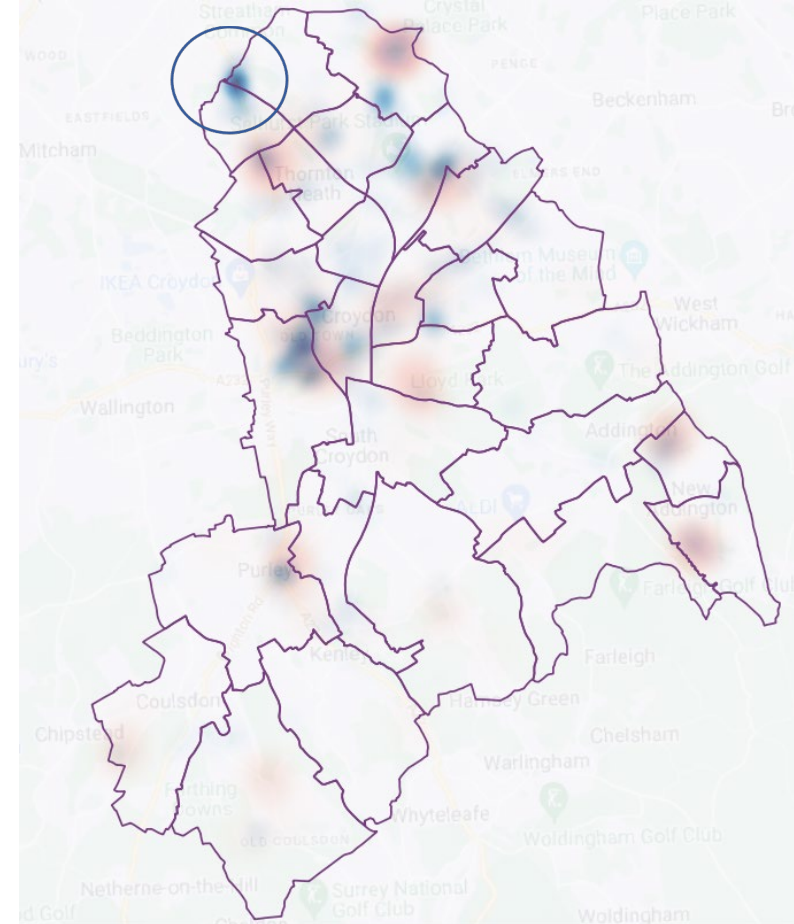
street below Grade

Stanford Road	68
Semley Road	78
Tylecroft Road	69
Northborough Road	42
Bavant Road	53
Hatch Road	113
Norton Gardens	9
Isham Road	5
Craignish Ave	15
Ederline Ave	21
Melrose Ave	18
Kilmartin Ave	18
Dunbar Ave	11
Ardfern Ave	6
Strathyre Ave	18

Fly Tipping

Stanford Road	201
Semley Road	106
Tylecroft Road	161
Northborough Road	119
Bavant Road	118
London Road	46
Norton Gardens	62
Isham Road	89
Craignish Ave	81
Ederline Ave	69
Melrose Ave	65
Kilmartin Ave	80
Dunbar Ave	84
Ardfern Ave	41
Strathyre Ave	50

Graffiti



1st Nov 2023

Supporting Service Providers

Service Providers	LB CROYDON
Veolia	Waste Services
FM Conway	Highways Service
Transport for London	Communications & Engagement
Network Rail	Mayors Office

Issues addressed – Graffiti Removal



1st Nov 2023

Road Painting & Railings



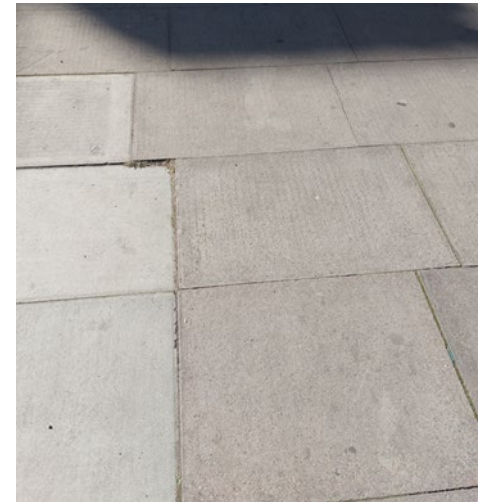
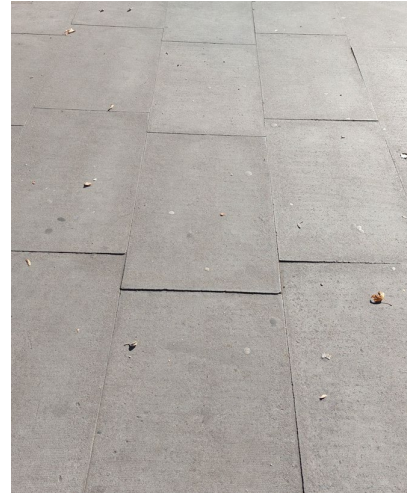
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Weed removal – Private Land



1st Nov 2023

Pavement Washing



1st Nov 2023

Litter Bins cleansing



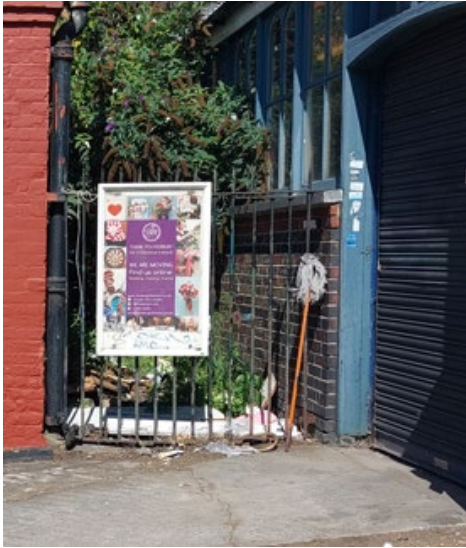
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Discarded Domestic Waste



1st Nov 2023

Fly Tipping



1st Nov 2023

Veolia – Deep Cleaning



1st Nov 2023

4) Overview - Communications

- ✓ The targeted programme represents a significant opportunity to communicate how the council is delivering on the Mayor's clean streets priority
- ✓ A full communication plan for the programme is in development

Key message:

- *We're doing our bit - help us by doing yours!*
- We're cleaning up your area. Find out about the small things you can do to help keep your neighborhood clean!

Approach:

- Targeted flyer to local residents and businesses.
- Video of Mayor on-site during blitz to use across social channels
- Press release post event
- Your Croydon Weekly e-bulletin

Detailed communication plan will be produced for each targeted area providing timelines of each activity

6) Review – Next steps

- ✓ Review of lessons learned
- ✓ Targeted engagement with flats
- ✓ Engagement / Review stakeholder
- ✓ Review of baseline data
- ✓ Review scope and size of designated project team (Funding)
- ✓ Early engagement with next target area (Thornton Heath - Oct 23)